

3. Consultation Process

Determining how the Northwest Area identifies its needs and how it resolves differences about these needs was an important part of the study. To that end, a Consultation Program was created to develop a consensus among stakeholders that the study is thorough, addresses their needs and concerns, provides a vision for the area, and will result in a plan of investments for the area that can be implemented.

Based on identified issues and experience from consultation on previous studies, the goals for this consultation program and the objectives for meeting those goals are as follows:

1. Inform, educate, and engage people/agencies early and continuously throughout the planning process.
2. Provide opportunities for early and continuing public participation in the decision-making process and encourage participation.
3. Respond to participant issues and concerns clearly and understandably.
4. Obtain input from a broad range of citizenry by using a variety of techniques.
5. Review participant comments and integrate them into transportation plans as appropriate.
6. Maintain consistency with MAG's RTP consultation process, the ongoing general MAG public involvement process, and

any relevant local jurisdictional public involvement/consultation processes.

The structure of the Consultation Program was designed to encourage stakeholder/public initiative and comment and provide opportunities for meaningful communication between the study team and the stakeholders. Stakeholders were categorized into target audiences, based on commonality of interests, use of existing organized groups, geographic location, and/or existing official structure.

- Elected Officials
- Agency Stakeholders
 - Representatives from the participating cities
 - Representatives from other interested jurisdictions and agencies
- Community Stakeholders / General Public
 - Neighborhood Groups
 - Businesses
 - Professional Organizations
 - Civic Organizations / Local Advisory Groups
 - Individuals

3.1 Consultation Program Activities

Consultation activities were closely linked and integrated with study milestones. Each activity was specifically designed to meet one or more of the consultation program goals. See Table 2 on the next page.

Table 2: Activities/Goals Matrix

Consultation Activities	Consultation Program Goals					
	Goal 1: Inform, Educate, Engage	Goal 2: Provide Opportunities	Goal 3: Develop Accountability, Credibility, Accessibility	Goal 4: Reach Broad Range	Goal 5: Consider and Incorporate Comments	Goal 6: Maintain Consistency with other Public Involvement Processes
Newsletters	●			●		●
Summary Reports			●		●	
Public Open House Meetings	●	●	●	●		●
Stakeholder Interviews	●	●	●			●
Agency Forum Workshops	●	●	●			●
Displays	●	●	●	●		
Website	●	●	●	●		●
Study Tour	●	●	●			

3.2 Summary of Consultation Activities

Throughout the course of the study, numerous meetings and workshops were held, including a tour of the study area with representatives of the participating agencies (see Table 3).

Agency Forum Workshops were an important part of the study as they provided opportunities for the participating agencies to meet in a small to mid-size group and discuss in detail the various transportation options considered, modeling data, and estimated costs. Four Agency Forum Workshops were conducted.

Two public open house meetings were conducted, providing additional opportunities for all stakeholders and the general public to obtain information about the study and provide input.

Additionally, interviews with representatives of individual agencies and stakeholder groups were conducted. Representatives typically included planning staff, town/city managers, and department heads.

Each interviewee completed a survey soliciting input on existing conditions and opinions on transportation improvement priorities. The results of those surveys were considered in the final recommendations. Interviewees included:

- Town of Buckeye
- City of El Mirage
- City of Peoria
- City of Phoenix
- City of Surprise
- Town of Youngtown
- Town of Wickenburg
- Regional Public Transportation Authority

- Sun City Grand Homeowners Association
 - Sun City Property Owners and Residents Association (PORA)
 - Westmarc
 - Bureau of Land Management
- Interviews were also offered to Mayors of participating jurisdictions and conducted with:
- Mayor Joan Shafer, Surprise
 - Mayor Lon McDermott, Wickenburg
 - Mayor Dusty Hull, Buckeye
 - Mayor John Keegan, Peoria, and
 - Mayor Roy Delgado, El Mirage

Table 3: Consultation Events for the MAG NW Area Transportation Study

Agency Kick-off Meeting	Tuesday, November 13, 2001 Surprise City Hall 12425 West Bell Road, Surprise
Study Area Tour – Elected Officials	Wednesday, May 1, 2002 12:00 noon – 3:00 p.m.
Agency Forum	Monday, July 1, 2002 1:30 p.m. Glendale Main Library, Large Meeting Room 5959 W. Brown Street, Glendale
Open House and Public Meeting	Tuesday, September 17, 2002 6:30 – 8:30 p.m. Glendale Community College Student Lounge, Glendale
Agency Forum	Monday, December 9, 2002 1:30 p.m. Peoria City Hall, 8401 West Monroe, Pine Room, Peoria
MAG Transportation Review Committee Presentation	Thursday, January 30, 2003 MAG, 301 N. 1 st Avenue, Saguaro Room, Phoenix
Agency Forum	Wednesday, February 19, 2003 10:00 a.m. Glendale Civic Center – Boardroom 5750 W. Glenn Drive, Glendale 85301
Agency Forum	Tuesday, April 29, 2003 10:00 a.m. City of Surprise Council Chambers 12425 West Bell Road, Surprise
Open House and Public Meeting	Tuesday, April 29, 2003 5:00 – 7:00 p.m. Alta Loma Elementary School 9750 N. 87th Avenue, Peoria

These activities generated significant discussion and input in addition to refining the base data used to develop the final recommendations. Results of the Consultation process were incorporated into

the identification of issues phase of the project (see Section 6, Transportation Issues in this report) and into the final results of the study (see Section 8, Recommendations).